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NOVEMBER'S

HOUSE & HOME

FEATURES

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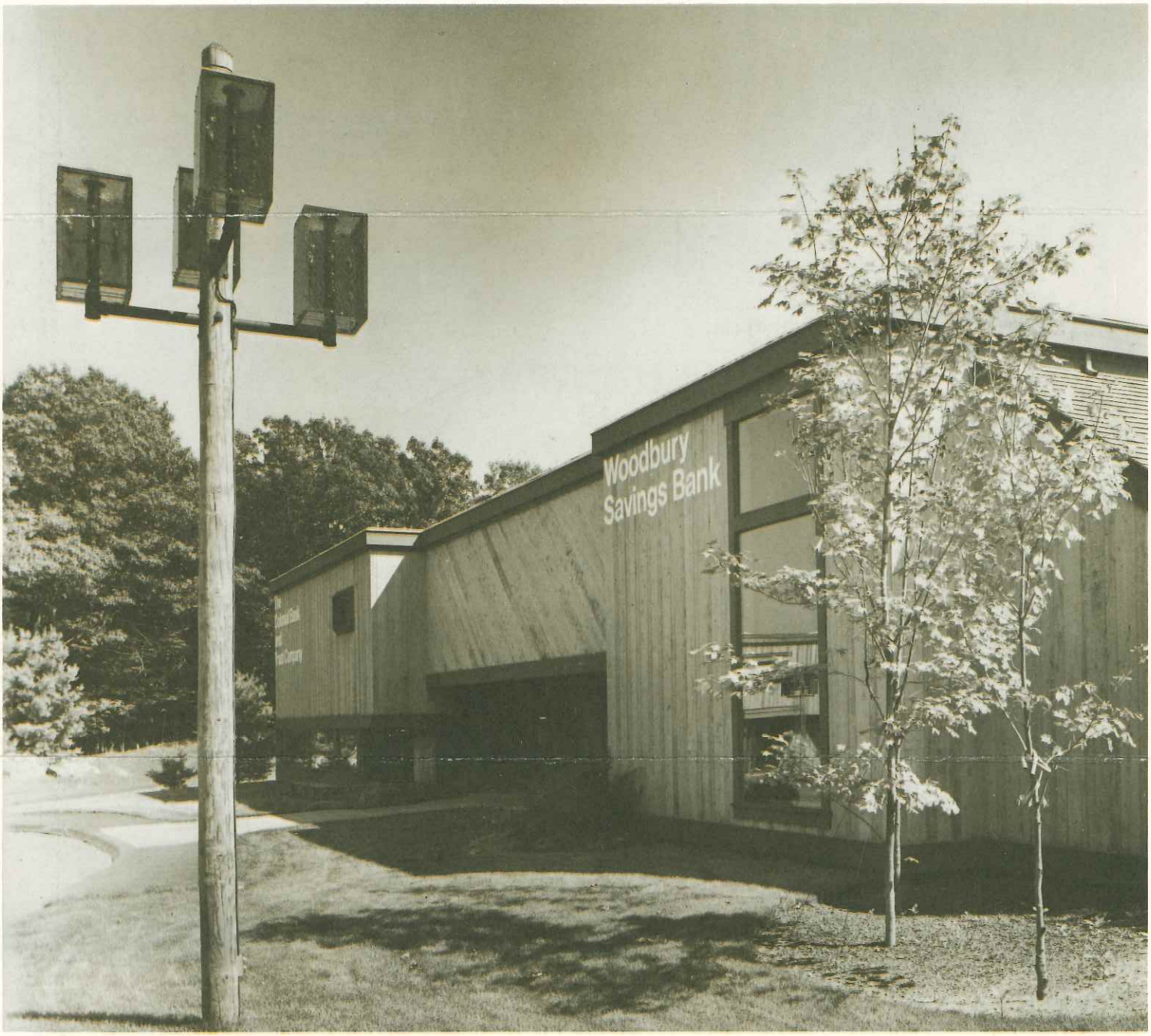


THE NON-RESIDENTIAL MARKET

Why it's a better-than-ever opportunity for homebuilders

NEW OPPORTUNITIES IN
Non-Residential Building

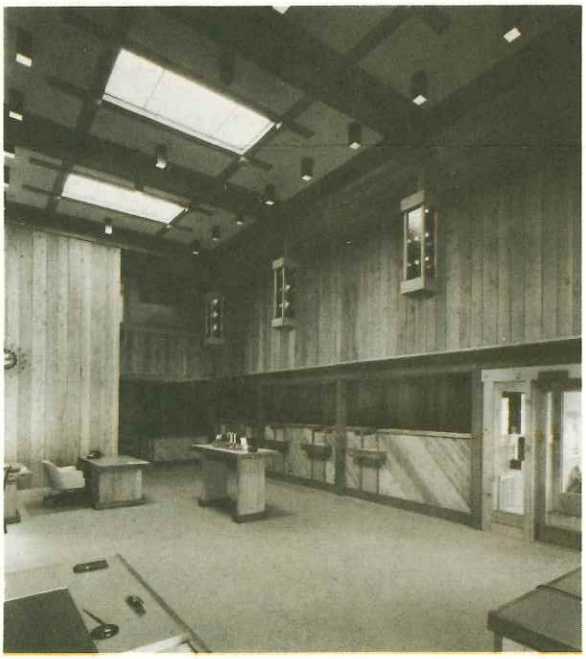
Everyone agrees that housing is changing drastically. In the November issue of HOUSE & HOME the editors show you how these changes are creating non-residential opportunities made to order for the home builder—opportunities in the flight of business and industry to the suburbs; opportunities in the sophisticated tastes of the new adult communities; opportunities in the rising demand for a host of different building types.

HOUSE & HOME shows how you can take advantage of these new opportunities:

- They can be handled as an extension of your homebuilding operation, using much of the same equipment and executive personnel.
- They are based on your know-how in construction, land development, management and financing.
- They can act as a balance wheel for a homebuilding operation, being much less vulnerable than housing to buyers' whims and ups and downs of credit.
- And last but not least, they can be extremely profitable.

As builders and developers produce bigger and bigger projects, particularly Planned Unit Developments, they are opening greater than ever possibilities for shopping centers, medical and professional buildings, financial buildings, automobile service centers, theaters, inns and hotels, and restaurants. And the environment — particularly if it includes such recreation facilities as golf courses — is a natural magnet for many kinds of social and business meetings from outside the community, creating yet another need for non-residential building.

November's HOUSE & HOME features case studies of five builders and developers who have successfully extended their homebuilding operations into the non-residential market. Be sure to get the full story on non-residential opportunities — in the November issue.



THE TOWNHOUSE

ADAPTABLE AND PROFITABLE

More and more builders are learning that the townhouse is one of the most adaptable — and profitable — housing types. It fits small, expensive urban sites and its efficient use of space permits the preservation of wooded rural environments. The adaptability and broad appeal of the townhouse is well illustrated by three individual projects in November's HOUSE & HOME:

- **A tightly planned project for costly urban land** . . . 16 townhouses shoehorned into an 18,000 sq. ft. Chicago site.
- **A cluster project for an open exurban tract** . . . houses clustered in groups of two to five preserve the natural beauty of the site in Napa, California.
- **A mini-project for a tiny in-city site** . . . a three-house group fitted into a 75′ x 128′ lot between two apartment buildings in Chicago.

All three projects won Honorable Mention citations in the 1969 Homes for Better Living program. For a new slant on the townhouse market as well as good ideas in townhouse design, be sure to read the November issue of HOUSE & HOME.

NEWS HOUSING AND LIGHT CONSTRUCTION NEWS

"Labor — Fighting in the streets signals trouble for homebuilders"

"Inflation in housing — It batters builder and buyer alike"

"The mortgage reformers get a short answer from Uncle Sam"

"Realtor asks to sell land on the moon"

"Land developers help California sell its bonds"

"A French Revolution— Paris begins to build the American way"

"Why the Scholz-Inland merger was proposed—and accepted"

HOUSE & HOME reports significant news that affects your business. All the important trends in housing, policy aspects of state and national legislation, financial news from the mortgage and stock markets, economic news from the housing marketplace are in your hands each month with HOUSE & HOME. Why not start *your* complete coverage of the housing and light construction industry today. Start with the news-filled November issue.

THE CABINET'S NEW ROLE—

To Help Sell The Whole House (not just the kitchen)

Manufacturers of cabinets are moving away from the idea of cabinets only for the kitchen. Recent trends in the cabinet making industry are providing built-in cabinets with an attractive, custom look for storage needs in all areas of the house.

Today's new cabinets serve as entertainment centers, buffet counters, bars, room dividers, family room game storage, library-reading corners, home-office desk space, sewing centers, dressing room and bathroom storage — and not to forget where it all began, today's modern kitchen cabinets are a far cry from yesterday's plain plywood box that hung on the kitchen wall.

The latest designs in today's new cabinets come to life in November's HOUSE & HOME. With storage space at a premium, you'll be surprised at how fast built-in and go-anywhere cabinets can help you close the deal. In the November issue.

Coming in December's HOUSE & HOME:

What You Can Learn From North America's Biggest Rental PUD

Let Us Send You House & Home

Just give us the "go-ahead" and we'll send you the big November issue featuring non-residential opportunities for homebuilders. It's yours — now — on this special introductory offer:

16 12 MONTHS FOR $7.00 $5.

This special rate gives you four *extra* months of service for two dollars *less* than the regular yearly price of seven dollars . . . and puts HOUSE & HOME into your hands this month — and every month right through February 1971. We think it's a bargain you can't afford to miss!

To start service now, simply fill in the enclosed reply card. No need to send money — unless you prefer. Just mail the card and we'll bill you later. Good deal?

Cordially, Joseph D. Holbrook

P.S. Why not pass along the extra card to an associate who might also like to take advantage of this special offer!

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